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# COMUNICACIÓ SOCIAL I IDENTITAT CULTURAL

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## FULL PROGRAMME

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INTERNATIONAL ASSOCIATION FOR MASS COMMUNICATION RESEARCH

TIMETABLE AND GENERAL INFORMATION:  
ABOUT THE XVITH CONFERENCE AND GENERAL ASSEMBLY

THE PALACE OF CONGRESS  
BARCELONA, SPAIN

JULY 24th to 29th, 1988

CONFERENCE THEME: MASS COMMUNICATION AND CULTURAL IDENTITY

Sunday, 24th July

10.00am-9.00pm Arrival and Registration at Hotels

2.30 pm International Council Meeting in the Hotel  
Sarria Sol

6.30 pm Buses leave from Hotels

7.00 pm Opening Ceremony and Dinner at the Palau de  
la Generalitat

Monday, 25th July - Morning

Meetings at Palace of Congress - buses leave Hotels at 9.00 am

9.30am-10.30am: First hour - brief meetings of Sections, Working Groups, etc., to establish contacts, exchange papers, make plans and finalise programme. All paper givers and others interested should meet the relevant convenors in the Cafeteria. All participants will receive the main Section papers at registration but Working Group papers will be restricted in number and convenors will hand to participants a ticket to get papers at this session.

10.30am: Main Plenary Session Room 7 with translation in four languages

MASS COMMUNICATION AND CULTURAL IDENTITY

Chair: James D HALLORAN, IAMCR President

Speakers: Dr Paul Ansah, School of Communication Studies, Legon, GHANA  
Dr Tamas Szecsko, Mass Communication Research Centre, HUNGARY  
Dr Miguel Moragas i Spa, Universidad Autonoma de Barcelona, SPAIN  
Professor Jesus Martin Barbero, Cali, COLOMBIA

followed by Open Discussion

1.00pm LUNCH at the Palace of Congress

Monday, July 25th - Afternoon

3.00pm: SECTION MEETINGS

Bibliography I:

Room 1

Chair: Walery PISAREK (POLAND)

PART I 'Directory of Mass Communication Researchers:  
Recent developments, evaluation, plans for  
1988-90'

Reports by the Chairman and Dr J Becker; General Discussion

PART II "Transnational Data Flow and Cultural Identity"

Papers: Bernal Cruz, F)	'International Database in
Valcarce, D ) (Spain)	the Field of the Mass
	Communication'
Fuentes, Maria)	'L'Edition Electronique et
Recoder, Maria)	les Nations sans etat'
Abadal, Ernest) (Spain)	
Codina, Luis )	

Communication Technology I and Sociology and Social  
Psychology I:

Room 4B

'Communication Technology and Cultural Identity:  
Approaches to Research'

Chair: Olga LINNE (UK)

Papers: Salinas, Raquel (Chile)

Melody, William (Canada)

Eapen, K.E. (India)

'Development Communication: A  
Country Cousin Syndrome'

Burgelman, Jean-Claude  
(Belgium)

'Structuring Cultural Identity  
by outlining a Policy on  
Communication Technology: The  
need of a complementary  
politico-sociological approach'

Discussant: Graham MURDOCK (UK)



Monday, July 25th

3.00pm: SECTION MEETINGS (continued)

International Communication Session I:

'Privatization, Deregulation, and  
Transnationalization of Telecommunication'

Room 3  
translation in  
4 languages

Chair: Hamid MOWLANA (USA)

Papers: Baudhuin, Michael D (USA) 'Privatization, Deregulation  
and Transnationalization of  
Telecommunications: A  
Perspective from American  
Industry'

Castilla, Adolfo (Spain)

Garnham, Nicholas (UK)

Mansell, Robin (UK) 'Telecommunication Network-Based  
Services: Regulation Market  
Structure in Transition'

Miege, Bernard (France) 'Dereglementation et  
Transformations du Systeme  
Francais de  
(Tele)Communications

Schiller, Herbert (USA)

Witte, Eberhard (FRG) 'Restructuring of the  
Telecommunication System in  
the Federal Republic of  
Germany'

Political Economy I:

Room 5B

Chair: Zoltan JAKAB (Hungary)

Papers: Neumaier, John (USA) 'The Limits of Freedom: Some  
Practical and Theoretical  
Considerations of Western Media  
Expression: The Case of the  
US'

Downing, John (USA) 'Two Steps Forward, One Step  
Back? CNN, Murdoch/Fox, and  
Multipolarity in US Corporate  
Television in 1988'

Monday, July 25th

3.00pm: SECTION MEETINGS (continued)

Professional Education I:  
'Textbook Development Projects'

Room 5A

Chair: Kaarle NORDENSTRENG (Finland)

Panelists: Kumar Banerji (India), Francis Kasoma (Zambia),  
Joaquin Sanchez (Colombia), Michael Traber (UK)

WORKING GROUP MEETINGS

Sex Roles and the Mass Media I:  
'Feminist Theories and Media Studies'

Room 8  
translation in  
2 languages

Chair: Madeleine KLEBERG and Ulla B. ABRAHAMSSON (Sweden)

Historical Perspectives on the Portrayal of Woman

- Papers: Agger, Gunhild (Denmark) 'Covers and Counterparts:  
Images of Women in Danish  
Family Magazines from the  
First Part of the Twentieth  
Century'
- Hoffman, Marta (Hungary) 'Non-Verbal Trends in Wedding  
Photographs - Hungary 1905-86'
- Vargas Poma, Maria A.  
(Peru) 'Sex Roles Approach 1975-1985:  
The Portrayal of Peruvian  
Woman Worker within Mass Media'
- Pervez, Seema (Pakistan) 'Image of Women in Media'

A Gender Perspective on Socialization of Journalists

- Papers: Corboud, Adrienne  
Schanne, Michael  
(Switzerland) 'Women Journalists and Feminist  
Consciousness: Collective  
Strategy and Individual  
Aspirations of the Swiss Women  
Journalists'
- Joshi, Ila (India) 'The Interpretation of  
Objectives of TV Programmes by  
the Employees of the Indian  
Television in the Light of  
Gender Equality'
- Tokgoz, Oya (Turkey) 'Women as Administrators in Mass  
Media: A Case Study in Turkey'
- Van Zoonen, Liesbet  
(Netherlands) 'Deviant Behaviour? Professional  
Socialization of Feminist  
Journalists'

Monday, July 25th

3.00pm: WORKING GROUP MEETINGS (continued)

Mass Media and Popular Fiction

Room 6B

Chair: Ib BONDEBJERG (Denmark)

- Papers: Bang, Jorgen (Denmark) 'National Television News and Cultural Identity: The need to understand one's self as a Dane'
- Bondebjerg, Ib (Denmark) 'Popular Fiction, Narrative and the Melodramatic Epic of American Television'
- Braga, Nice (Brazil) 'An Overview of Oral Tradition in Brazil: Literatura de Cordel A Popular Way of Disseminating Messages and News in Rural Areas'
- Buitoni, Dulcilia (Denmark) 'From Popular to Mass Communication: Narrative memory and Soap Opera'
- Drotner, Kirsten (Denmark) 'Intensities of Feeling: Emotion, Reception and Genre in Popular Culture'
- Gripsrud, J (Norway) 'Masterton's Male Materpiece: The Penetrating Story of a Norwegian Western'
- Grodal, Torben (Denmark) 'The Generes of Visual Fiction and their Emotional Effects'
- Hojbjerg, Lennard (Denmark) 'Upstairs and Downstairs - Entertainment Serving as Mental Therapy'
- Larsen, Peter (Denmark) 'Imported and Domestic Television Fiction Programmes: The Case of Western European Television 1980-1984'
- Skovmand, Michael (Denmark) 'Sherlock Holmes and the Sudden Death of the 3 Volume Novel: An Investigation into the Literature/Media Conjunction of 1980's Britain'
- Agger, Gunhild (Denmark)
- Ericsson, Staffan (Sweden)

Monday, July 25th

3.00pm: WORKING GROUP MEETINGS (continued)

NEQTAR I

Room 6A

(New Developments in Qualitative Audience Research)

Chair: Klaus Bruhn JENSEN (Denmark)

- Papers: Barrios, Leo (Venezuela) 'Ethnographic Research on the Natural Audience of Television: A Latino-American Experience'
- Catsburg, Irene  
Tellegen, Saskia  
(Netherlands) 'Are Qualitative and Quantitative Audience Research Incompatible? Discussion on the Basis of an Example'
- Hagen, Ingunn (Norway) 'How to Study the Audience's Decoding/Interpretation of TV News'
- Hoijer, Birgitta (Sweden) 'Studying Viewer Reception of Television Programs by in-depth Interviews: Theoretical and Methodological Considerations'
- Katz, Elihu )  
Liebes, Tamar) (Israel) 'Neither Here nor There: Japanese Reading of Dallas'  
Iwao, Sumiko (Japan)
- Orive, Pedro (Spain) 'The Spaniards in Front of Television News'
- Rasmussen, Tove (Denmark) 'Text and Context of Reception'

Monday, July 25th

3.00pm: WORKING GROUP MEETINGS (continued)

Audience Research

Room 2

Chair: Graham MYTTON (UK)

Papers: Okigbo, Charles (Nigeria)	'Mirror in the Sun: Dimensions of Gratifications from a Nigerian Soap Opera'
Frissen, Valerie (Netherlands)	'Heavy Viewing: A Complex multidimensional and relative concept'
Karunanayake, Nandana (Sri Lanka)	'Audience Research in the Developing World: Constraints and Limitations'
Toro, Wanda del (Puerto Rica) and Greenberg, Bradley (USA)	'Television Commercials and Food Orientations among Teenagers in Puerto Rico'
Donohew, Lewis (USA)	'Untitled paper on Audience Attention to News'
Fazal, Shehina (UK)	'Channel 4 and Audience Response'
Tracey, Michael (UK)	'Untitled paper on the Public and Television'
Misra, Sunil (India)	'Audience Research: Issues and Experience'

Monday, July 25th

3.00pm: WORKING GROUP MEETINGS (continued)

Sport and the Mass Media I:

Room 9

Chair: Michael REAL and Robert MECHIKOFF (USA)

Papers: Theoretical Frames:

- |                               |  |
|-------------------------------|--|
| Corcoran, Farrel<br>(Ireland) | 'Towards a Holistic Theory of<br>Mediated Sports'          |
| Hargreaves, John (UK)         | 'Sport, Power and Culture: The<br>British Perspective'     |
| Wenner, Lawrence (USA)        | 'Defining the Parameters of the<br>Communication of Sport' |

The Olympics:

- |                                  |  |
|----------------------------------|--|
| McPhail, Thomas (Canada)         | 'Marketing the Olympics: Calgary<br>and Beyond'            |
| Moragas i Spa, Miguel<br>(Spain) | 'Barcelona '92: Communication<br>and Culture'              |
| Pietila, Jyrki (Finland)         | 'Newspaper Coverage of the<br>Olympics: Finnish Reporting' |

Regional Studies:

- |                          |   |
|--------------------------|---|
| May, William (Japan)     | 'Japanese Sports Journalism and<br>'Spiritualism' (Seishin)'  |
| Agrawal, Binod (India)   | 'India: Sports Telecasts through<br>a Single Channel Satellite<br>System in a Multi-Lingual<br>Culture'       |
| Khurana, B. K. (India)   | 'Indian (Doordashan) TV Coverage<br>of the Reliance World Cup<br>Cricket Series: Production and<br>Reception' |
| Kasoma, Francis (Zambia) | 'The Use of Military Language<br>in International Soccer<br>Reporting in Africa'                              |
| Magayu, Magayu (Kenya)   | 'Soccer: the Most 'Political'<br>Sport in Kenya'  |
| Stein, Ulrich (Germany)  | 'TV--Soccer in Germany and<br>Brazil as Narrative and Ritual'   |



Monday, July 25th

3.00pm: WORKING GROUP MEETINGS (continued)

The Historical Perspective in Mass  
Communication Research

Room 4A

Chair: Owen V. JOHNSON (USA)

- Papers: Uricchio, William (USA) 'The Creation of German  
Television and Problems of  
Identity'
- Newsom, Douglas A. (USA) 'Public Relations, a US Export'
- Johnson, Owen V. (USA) 'The Historical Perspective in  
the American Study of Soviet  
Mass Communications'
- Lewenstein, Bruce (USA) 'Emergence of Environmental  
Reporters in the United  
States: A New Breed in the  
1960s'
- Evuleocha, Stevina (USA) 'International Communication  
Relations: The Emergence  
of an International  
Telecommunications Regime?'
- Rantanen, Terhi (Finland) 'The Historical Perspective in  
the European Study of Soviet  
Mass Communications'

GRACIAS

Office

(Group for the Advancement of Communication in the Americas)

Chair: Ramona RUSH (USA)

Monday, July 25th

3.00pm: WORKING GROUP MEETINGS (continued)

Media Education I:

Room 10

Chair: Mette NORDENTOFT (Denmark)

Papers: Alro, Helle (Denmark)	'Media Education in the Foreign Language Classroom'
Bartak, Jan (Czechoslovakia)	'The Educational Influence of Journalistic Activity'
Crespo, Bartolome (Spain)	'Los Medios de Comunicacion Y La Identidad Cultural'
Foley, K. Sue (USA)	'Assessing Cable Television Technology for Education: Ten Years of Experience with Warner QUBE'
Joshi, Ila (India)	'Content Analysis of Countrywide Classroom'
Kumar, Keval (India)	'Defining Media Education: An Historial Perspective'
Nordentoft, Mette (Denmark)	'The Didactics of New Information Technology: A School Dictionary as an Illustration'
Schneller, Rafael (Israel)	'Concepts and Strategies in different Media-Education Programs in Israel'
Tellegen, S.B. Catsburg, H. (Netherlands)	'What Makes Schoolchildren Read?'
Torres Miguel Reyes (Chile)	'Family and Television, Some Latinamerican Experiences'
Tufte, Birgitte (Denmark)	'Television in Education'

6.30pm: Reception by Media, Culture and Society to celebrate the Journal's 10th birthday at the Palace of Congress

7.30pm: Buses leave Palace of Congress for Hotels and will wait at Hotels to take participants on to the Dinner

8.30pm: Dinner given by Television-Espanola (TVE) in Palau Pedralbes

Tuesday, July 26th - Morning

9.30 am: SECTION MEETINGS

Law I with International Communication II, History I and  
Communication Technology II:

Room 3  
Translation in  
4 languages

Information Technology, Law and Human Rights'

A COMMEMORATION OF THE 40th ANNIVERSARY OF THE UNIVERSAL  
DECLARATION OF HUMAN RIGHTS

Chair: Cees HAMELINK (Netherlands)

Keynote address: John P. Humphrey

Presentation of results of a study on Communication and Human Rights in Eight Asian Countries.

Introductory Statements by Chairpersons of the Afternoon Working Groups.

Plenary discussion

Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS

Communication Theory and Research Methodology Room 9

Chair: Dr Anwar AL-GHASSANI (Costa Rica)

Papers: Al-Ghassani, Anwar	'Communication Science and Mass Communication Science: Some Reflections'
Jakubowicz, Karol (Poland)	'Current Situation in Communication Theory and Research Methodology in Poland'
Monge, Peter ) Rogers, Everett ) Contractor, Noshir) (USA) Cozzens, Michael )	'Investigating Process in Communication Research'
Okigbo, Charles (Nigeria)	'Playing Politics: Press Coverage of Two Elections'
Pilotta, Joseph (USA)	'Theoretical Issues in the Study of Communication & Technology'
Rodrigo Alsina, Miguel (Spain)	'Bases Y Principios del Modelo Sociosemiotico de la Comunicacion'
Sandoval, Carlos (Costa Rica)	'Algunas Concepciones acerca de la Comunicacion Popular Alternativa en America Latina: Surgimiento, Caracteristicas y Perspectivas'
Skinner, Ewart (USA)	'Foreign TV Program Viewing and Dependency: US Television Viewing in Trinidad and Tobago'

Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS (continued)

Environmental Issues and the Mass Media

Room 1

Chair: Anders HANSEN (UK)  
Co-Convenor: Taruna TANWAR (India)  
Discussant: Kim MINKE (Denmark)

Papers: Bruck, Peter (Canada)	'Media Research and Political Action: Towards a Project of Social Intervention'
Einsiedel, Edna (Canada)	'Patterns of Environmental Coverage in the Canadian Press'
Glynn, Carroll (USA)	'Communication and Science Policy Decision Making: A Cross Cultural Comparison'
Nohrstedt, Stig Arne (Sweden)	'Contamination and the Right of Information: Swedish Experiences After Chernobyl'
Diggelmann, Andreas (Switzerland)	'Forest Decline in the Swiss Mass Media: Everyday Journalism versus Scientific Information'
Dubey, V. ) Singh, R.P.N.) (India) Pandey, K.N.)	'Mass Media and Environmental Issues - A Case of India'
Guizzardi, G. (Italy)	'Mass Media and Mass Emergencies Chernobyl and the Italian Newspapers'
Wang, Zhixang (China)	'Chinese Media Coverage of Environmental Disaster'

Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS (continued)

NEQTAR II

Room 6A

(New Developments in Qualitative Audience Research)

Chair: Klaus Bruhn JENSEN (Denmark)

Papers: Kreutzner, Gabriele (FRG) 'Toward a "Critical" Ethnography of Television Audiences'

Jensen, Klaus B. (Denmark) 'Surplus Meaning: Outline of a Pragmatic Theory of Media Reception'

Lindlof, Thomas (USA) 'Problems in decolonizing the human subject in audience research'

Lull, James (USA) 'Deconstructing the audience-as-nuisance in the writing of cultural studies fictions'

Nielsen, Niels-Aage (Denmark) 'Some Problems of Reception Analysis and Communication Theory'

Schroeder, Kim (Denmark) 'The Quality of Experience: On the Criteria of Art and Cultural Industry'



Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS (continued)

Social Uses of Micro-Computers

Room 8  
Translation in  
2 languages

Chair: Josiane JOUET (France)  
Serge PROULX (Canada)

Papers: Krueger, Linda (USA)

'Socialization Through  
Computer Bulletin Board  
Systems: A Case Study'

Murdock, Graham)  
Hartmann, Paul ) (UK)  
Gray, Peggy )

'Home Computers: The Social  
Construction of a Complex  
Commodity'

Proulx, Serge)  
Tahon, Marie ) (Canada)

'Word Processing at Home and  
Quebec Intellectuals'

Venkatesh, Alladi (USA)

'Social Impacts of Computing in  
the Home - A Presentation of  
the results of Project Noah'

Dutton, William) (USA)  
Rogers, Everett)

'Diffusion of Microcomputers  
among Households'

Lacroix, Jean-Guy  
(Canada)

'Inegalite Sociale et micro-  
ordinateur domestique'

Jouet, Josiane (France)

'Social Uses of Microcomputers  
in France'

Comic Art Around the World

Room 2

Chair: John A LENT (USA)

Papers: Coma, Javier (Spain)

'The Spanish Comic Books'

Koch, Ursula (Germany)

'Two Neighbour Nations in  
Political Caricature--The  
Germans Seen by Le Charivari  
of Paris; The French Seen by  
Kladderadatsch of Berlin'

Santoro, Jean-Louis  
(France)

'TV Cartoonists: A  
Comprehensive and Shaping  
Intervention on the French  
Television: A Study over the  
Past Five Years'

Sreberney Mohammadi, A.  
(USA)

'The Islamic Republic and Its  
Foreign Images: Visual  
Propaganda in Imam Magazine'

Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS (continued)

Media Education II

Room 10

Chair: Mette NORDENTOFT (Denmark)

Continuation of Session I

Political Communication Research Group I

Room 5B

Chair: David PALETZ (USA)

Papers: Canel, Maria J. (Spain)	'Journalism, Communication and Advertising'
Kim, Chie-Woon)	'The Political-Press Complex in
Park, Kee-Soon) (Korea)	Korea'
Jakubowicz, Karol	'Polish Television: The Sender
(Poland)	is the Message?'
Lee, Dongshin	'An Examination of
(South Korea)	Media-Political Socialization
	Theories'
Pearson, Roberta (USA)	'A Refined and Civilised Method
	of Exploitation: A Marxist
	Critique of the Hollywood
	Musical'
Luther, Sara F. (USA)	'The Politics of the ITU in a
	NIICO Environment'

Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS (continued)

Third World Liberation Movements, Media  
and Cultural Identity

Room 4A

Chair: Awatef Abdel RAHMAN (Egypt)

Papers: Becker, Jorg (FRG)

Hutin, Francois-Xavier  
(France)

Hailu, Brook (Ethiopia)

Abdalla, A (Egypt)

Beneyto, Juan (Spain)

Hernandez, Gladys (Colombia)

Egbon, Mike (Nigeria)

Contribution by Representatives of Liberation Movements

General discussion including contributions from:

Walery Pisarek (Poland), Husamattin Unsal (Turkey),  
Robert White (UK), Anwar Al-Ghassani (Costa Rica),

Mass Media and Public Opinion joint with WAPOR Room 5A  
(World Association for Public Opinion Research)

Chair: Wolfgang DONSBACH (West Germany)  
James D HALLORAN (President of IAMCR)

Papers: Crespo, Bartolome (Spain)	'Newspaper Design & the Interest of Readers'
Meyer, Philip (USA)	'Defining and Measuring Mass Media Credibility'
Wert, Jose (Spain)	'Uses and Misuses of Survey Polls in the Media'
Da Via, Sarah (Brazil)	'Mass Media and Students' Political Behaviour'
Kepplinger, Hans (West Germany)	'Instrumental Topicality - The Impact of Professional Values and Personal Opinions on the Selection of News on Central America'
Edelstein, Alex (USA)	'Cognitive Variables for Public Opinion Research'

Respondent: Eburne Uriarte BENGOTXEA (Spain)

Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS (continued)

Democratisation of the Media

Room 6B

'Theoretical Models and Dimensions of the Process of  
Democratisation of Communication'

Chair: Robert WHITE (UK)

1. Socio-Political-Cultural Factors

- |                                |  |
|--------------------------------|--|
| Papers: Agrawal, Binod (India) | 'Cultural and Contextual Meaning of Democratisation of Communication: An Asian Perspective'  |
| Uche, Luke (Nigeria)           | 'Democratization of Communication in a Modernizing Political Culture: The 'History Repeats Itself' Syndrome in the Nigerian Democracy' |
| Roncagliolo, Rafael (Peru)     | 'Democratization of Communication in Latin America: Macro and Micro Perspectives'  |

2. Technological Factors

- |                                    |  |
|------------------------------------|--|
| Papers: Jakubowicz, Karol (Poland) | 'The New Media and Prospects for Democratization of Communication' |
|------------------------------------|--|

3. Institutional, Procedural Factors

- |                              |   |
|------------------------------|---|
| Papers: Dervin, Brenda (USA) | 'Democratization of Communication: The Invention Mandate' |
|------------------------------|---|

II CASE STUDIES

- |   |  |
|---|--|
| Papers: Jayaweera, Neville (UK)                                   | 'Experiences in People's Communication: Manila, West Bengal, Tamil Nadu and Mexico'                                |
| Bruck, Peter (Canada)   | 'Discourse and Democracy: Reconsidering the Politics of News Research'   |
| Jankowski, Nick<br>Vos, Koos )<br>Brouwer, Wim )<br>(Netherlands) | 'Media in their own hands: An Experiment in Training Resident Groups in Video Production for Community Television' |

Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS (continued)

Democratisation of the Media (continued)

Room 6B

Prieto, Francisco (Mexico)	'People's Radio in Mexico: Urban and Rural Cases'
Rockman, Arnold (Canada)	'Computer Networks for Democratization of Communication'
Vilaniyam, J. V. (India) Jayan, K. K. (India)	'Another Communication in Kerala: Case Study of KSSP'
Patil, Jaya (India)	'Dilemmas in Democratization of Communication in India'
Robinson, Deanna (USA)	'Social Power and Democratic Possibility'
Hulten, Olof (Sweden)	'Neighbourhood Radio Stations in Sweden'
Vreg, France (Yugoslavia)	'Political Communication in Pluralist Society - Democratization of Communication in Yugoslavia'
Waterman, Peter (Netherlands)	'From 'Global Information' to 'Internationalist Communication': Reconceptualising the Democratisation of International Communication'
Gonzales, Jorge) Mugnaini, Fabio) (Mexico)	'Metodologia, Metodos, Tecnicas para un PROTOCOLO DE OBSERVACION ETNOGRAFICA de los usos diferenciales y los modos de ver las Telenovelas'
Good, Leslie (USA)	'Critical Education as Empowerment'
Hujanen, Taisto (Finland)	'Democratisation of Communication and the New Ethnic Minorities of Western Europe'

Comments from Dallas SMYTHE (Canada)

Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS (continued)

Communication, Policy and Planning I

Room 4B

Chair: Asle ROLLAND and Sissel LUND (Norway)

- |   |  |
|---|--|
| Papers: Garuba, Chris                   | 'Development Paradigms:<br>Implications for Communication<br>Policy and Planning'  |
| Sepstrup, Preben<br>(Denmark)           | 'Transnationalization of<br>Television in Western Europe'  |
| Syvertsen, Trine (Norway)               | 'Broadcasting Policy and the<br>Public Debate: Some<br>International Comparisons'  |
| Agrawal, Binod (India)                  | 'Need of Communication Research<br>for Policy and Planning in<br>India'  |
| Boafo, S. T. Kwame (Ghana)              | 'Audience Research and<br>Broadcasting Policy-Making and<br>Programme Planning: The Case of<br>Sub-Saharan Africa'   |
| Braman, Sandra (USA)                    | 'Information Policy Trends in US<br>Constitutional Law'<br>'Definitions of Information and<br>the Information Policy-Making<br>Process'                      |
| Brown, Duncan (USA)                     | 'Reshaping the Debate over<br>Broadcast Regulation in the<br>United States'  |
| Burgelman, Jean-Claude<br>(Belgium)     | 'Structuring Cultural Identity<br>by Forecasting a Policy on<br>Communication Technology: The<br>Need for a complementary<br>politico-sociological Approach' |
| Colle, Royal ) (USA)<br>Jalan, Mallika) | 'Developing a Needs Analysis<br>Model for Communication<br>Training'   |



Tuesday, July 26th

9.30am: WORKING GROUP MEETINGS (continued)

Communication, Policy and Planning I (continued) Room 4B

- |  |   |
|--|---|
| Papers: Dubey, V. K.) (India)<br>Pandey, K.N.)                     | 'Spread, Use and Impact of<br>Information Technology on<br>Indian Society'                                    |
| <br>Milone, Paulo Cesar<br>(Brazil)                                | <br>'Advertising and Durable Goods:<br>The Brazilian Case'  |
| <br>Pauwels, Caroline<br>(Belgium)                                 | <br>'Television without Frontiers:<br>How to Preserve European<br>Culture by Means of<br>Broadcasting Policy' |
| <br>Servaes, Jan )<br>Drijvers, Jan ) (Belgium)<br>D'Hondt, Peter) | <br>'Belgium: Commercial and/or<br>Public Service Television with<br>and/or without Frontiers?'               |
| <br>Spanish contribution   |   |

The Media Construction of Public Intelligence Office

Chair: ✓Sari THOMAS (USA)

- |  |  |
|--|--|
| Papers: Cornfield, Michael<br>(USA)              | 'The News Story with No Name:<br>National Press Coverage of the<br>Iran-Contra Affair/Crisis/<br>Scandal, 1985-87' |
| <br>Dordick, Herbert (USA)                       | <br>'Political Decision-Making and<br>Scientific Understanding'  |
| ✓ Gordon, Thomas (USA)                           | 'Media and Imagination: Effects,<br>Processes, and Potentials'   |
| <br>Jarvie, Ian (Canada)                         | <br>'Federal Legislation to Control<br>Movies: The Failure to Build a<br>Consensus, 1927-1937'                     |
| <br>Marvin, Carolyn (USA)                        | <br>'Standardized Literacy Tests as<br>Agents of Cultural Ideology'  |
| <br>Tankel, Jonathan) (USA)<br>Banks, Barbara )  | <br>'Informing the Public about Sex<br>through the Media'  |
| ✓ Thomas, Sari ) (USA)<br>Evans, William)        | <br>'Public Information about<br>Scientific Research'  |
| ✓ Whitney, Charles) (USA)<br>✓ Wartella, Ellen ) | <br>'Comments on Media-Produced<br>Ignorance'  |

1.00pm: LUNCH at the Palace of Congress



Tuesday, July 26th - Afternoon

3.00pm: SECTION MEETINGS

History II

Room 6B

'Historical Prospectives on Media and Cultural Identity'

Chair: Gunter HEIDORN (DDR)

Papers: Mohapatra, Chintamani  
(India)

'On Writing a History of  
Communication Thoughts'

Johnson, Owen V. (USA)

'War and the Imperatives of  
National Identity: The Slovak  
Press 1939-45'

Heidorn, Gunter (DDR)

'Historical Prospectives and  
Cultural Identity considering  
in particular the Developing  
Countries'

Fathi, A (Canada)

'The Catholic Pulpit as a  
Medium of Public Communication  
in pre-Conferedation Quebec'

Dolanska, Nora  
(Czechoslovakia)

'Problems of Czech Scientific  
Publicism'

Kalina, Vladimir  
(Czechoslovakia)

'The Sketch as the Most Typical  
Journalistic Genre of National  
Identity'

Krivankova, A.  
(Czechoslovakia)

'The Role of the Czech Press in  
the National and  
Democractic Revolution in the  
years 1944-1945'

Osvaldova, Barbora  
(Czechoslovakia)

'Children's & Juvenile  
Literature as a Basic Means for  
the Formation of National  
Awareness'

Truneckova, L  
(Czechoslovakia)

'The Role of the Press Agency in  
the Struggle for National  
Identity/Czech Experience - The  
Rise and Formation of the  
National Press Agency CTK'

Tuesday, July 26th

3.00pm: SECTION MEETINGS (continued)

International Communication III

Room 4B

'Mass Communication and Cultural Identity in an International Context'

Chair: Hamid MOWLANA (USA)

Panel A - Theoretical and Conceptual Frameworks

Papers: Cherif, Mustapha (Algeria) 'New Communication Technologies and Cultural Identity'

Cooper, Thomas (USA) 'Global Universals: In Search of a Common Ground'

Dervin, Brenda (USA) 'Communication as Cultural Identity: The Invention Mandate'

Jayaweera, Neville (UK) 'Mass Communication and Cultural Identity: The International Problematic'

Ogan, Christine (USA) 'The Proliferation of New Communication Technologies and their Impact on Culture: A Research Agenda for the Cross-Cultural Study of VCRs'

Ravault, Rene-Jean (Canada) 'International Communication Studies as sine qua non for a Copernician Revolution in Communicology'

Servaes, Jan (Belgium) 'Cultural Identity in East and West'

Tuesday, July 26th

3.00pm: SECTION MEETINGS (continued)

International Communication III (continued) Room 4B

Panel B - National and Regional Studies

- |   |   |
|---|---|
| Papers: de Bens, Elsa (Belgium)                         | 'Imported Programmes on National Television Channels: A Menace to Cultural Identity?'   |
| El Batrik, Nesma (Egypt)                                | 'National Identity and the Technology of Communication - The Case of Egypt'   |
| Kandil, Ragia (Qatar)                                   | 'Communication and the Cultural Identity of the Gulf States: A Case Study on the State of Qatar'  |
| Mahamid, Yahia (USA)                                    | 'The 'Dallas' Phenomenon in Algeria: Cultural Imperialism of Appropriation?'  |
| Motamed-Nejad, Kazem (Iran)                             | 'Mass Communication and Cultural Identity in post-revolutionary Iran: Ten Years of Experiences of Islamic Republic of Iran'                                 |
| Pares i Maicas, Manuel (Spain)                          | 'Some Considerations on the European Identity and Mass Communication'   |
| Pauwels, Caroline (Belgium)                             | 'Television without Frontiers: How to Preserve European Culture by Means of Broadcasting Policy'  |
| Surlin, Stuart (Canada)                                 | 'Television Viewing and Cultural Identity Among North American and Caribbean College Students'  |
| Uche, Luke (Nigeria)                                    | 'Mass Communication and Cultural Identity: The Unresolved Issues of National Sovereignty and Cultural Autonomy in the wake of New Communication Technology' |
| Diaz Mancisidor, Alberto Diezhandino Nieto, M P (Spain) | 'La Television Privada en Espana'   |

Tuesday, July 26th

3.00pm: SECTION MEETINGS (continued)

Law II: Six Seminars

Chair: Cees HAMELINK (Netherlands)

David GOLDBERG (UK) Privacy and Information Technology  
Room 1

Friederik KNABEN (FRG) Freedom of Expression and  
Information Technology  
Room 2

Cees HAMELINK (Netherlands) Participation in Arts, Science  
and Culture and Information  
Technology Room 4A

Wolfgang KLEINWACHTER (GDR) Access to Public Services and  
Information Technology  
Room 9

Deanna ROBINSON (USA) Information Technology and the  
Impact on Volume and Quality of  
Work Office

Joint with Communication Technology III

Daniel BECAURT (France) 'Social Implications of New  
Legislation on Intellectual  
Property Protection'  
Room 10

Political Economy II

Room 5B

Chair: Zoltan JAKAB (Hungary)

Professional Education II:

Room 5A

'Communication Education and Cultural Identity'

Chair: Yassen ZASSOURSKY (USSR)

Papers: Paldan, Leena (Finland) 'The Challenge of International-  
ization for Professional  
Execution of Journalists'

Rush, Ramona (USA) 'Communications, Equity and  
Training - Some Hope for the  
Information Age'

Splichal, Slavko )  
(Yugoslavia) )  
Sparks, Colin (UK) 'Report on the Journalism  
Students Survey'

Kim, Soon-Jin (USA) 'Biased Political Terms  
Questioned  
'Free/Western/Eastern/Third  
World/North-South' are  
Propaganda Tools'

Tuesday, July 26th

3.0 pm: SECTION MEETINGS (continued)

Sociology and Social Psychology II:  
'Current Research'

Room 8  
Translation in  
2 languages

Chair: Olga LINNE (UK)

- |                               |                                      |
|-------------------------------|--------------------------------------|
| Papers: Gumpert, Gary ) (USA) | 'Media Stereotyping: Images of       |
| Cathcart, Robert)             | the Foreigner'                       |
| <br>Tayie, Samy (Egypt)       | <br>'Influence of the Mass Media in  |
|                               | Forming Young Egyptian's Images      |
|                               | of Foreigners and Foreign            |
|                               | Countries'                           |
| <br>Takeuchi, Ikuo)           | <br>'Mass Media and Voting Behaviour |
| Ikeda, Ken'ichi) (Japan)      | in the 1986 National Election        |
| Goto, Masayuki)               | in Japan'                            |
| <br>Donsbach, Wolfgang (FRG)  | <br>'Factors Influencing Exposure to |
|                               | Practical Media Content'             |
| <br>Wang, Zhixang (China)     | <br>'Changing Practice in Changing   |
|                               | Politics - New Development of        |
|                               | the Chinese Mass Media'              |
| <br>Hansen, Anders (UK)       | <br>'The Social Construction of the  |
|                               | Environment'                         |
| <br>De Sousa, Mauro Wilton    | <br>'The Soap Opera and Its          |
| (Brazil)                      | Mediations in the Urban              |
|                               | Centres'                             |
| <br>Strand, Hans (Sweden)     | <br>'Linguistic Communication and    |
|                               | Interaction on Television'           |
| <br>Becker, Lee )             | <br>'The Impact of Training on User  |
| Hemels, Bernadette) (USA)     | Evaluations of Video Text'           |

Tuesday, July 26th

3.00pm: WORKING GROUP MEETINGS

Sex Roles and the Mass Media II:  
'Women in Advertising; Images Reception  
and Regulation'

Room 6A

Chair: Madeleine KLEBERG and Ulla ABRAHAMSSON (Sweden)

- |                               |  |
|-------------------------------|--|
| Papers: Behera, Sunil (India) | 'Gender Role Biases in the Indian Television Programmes'                             |
| Sasidharan, Rekha (India)     | 'Advertised Image of Indian Women'   |
| Flick, Marian (Norway)        | 'A Framework for Analysing Advertising; Gender Roles and Social Change'              |
| Beardsell, Susan (UK)         | 'The Use and Possible Consequences of Female Sexuality in Television Advertisements' |
| Rowe, Kathleen (USA)          | 'Porn-Vertising, Patriarchy and Law'   |

Gender and Reception of Mass Media Content

- |                             |   |
|-----------------------------|---|
| Greenberg, Bradley (USA)    | 'Gender Differences in Adolescents' Media Use, Exposure to Sexual Content, Parental Mediation and Self-Perceptions' |
| Jerslev, Anne (Denmark)     | 'Who's That Woman - On Madonna Images'  |
| Meier, Uta (Netherlands)    | 'Domestic Power and Television Use'   |
| Nikopoulou, Lia (USA)       | 'The Use of Mass Media in The Construction of Sexuality by Young Adolescent Girls'                                  |
| Okigbo, Charles (Nigeria)   | 'Gender Representation in the Nigerian Press'   |
| Fontcuberta, Mar de (Spain) | 'Women's Magazines'   |
| Sassi, Sinikka (Finland)    | 'Woman and Communication in a West-African Society'   |



Tuesday, July 26th

3.00pm: WORKING GROUP MEETINGS (continued)

Communication and Third World Countries:  
The Impact of Transnationalization and  
Privatisation

Room 3  
Translation in  
4 languages

Chair: Gerald SUSSMAN and Josep ROTA (USA)

Papers: Fadul, Ana Maria	'Development and Perspectives on Computerized Communication in Brazil'
Lent, John A. (USA)	'Communication Technology in the Caribbean: Ever-Increasing Dependency'
Moragas i Spa, Miguel (Spain)	'The Sociology of Cultural Transfer in the Third World'
De Camargo, Nelly (Brazil)	'Communication and Cultural Policies in Brazil'
Ascroft, Joseph (USA)	'Telecommunication Transfers, Culture and Development in Nigeria'
Mody, Bella (USA)	'Communication and Cultural Resistance in India'
Cuthbert, Marlene (Canada)	'Transnationalization of Musical Culture in the Caribbean'
Servaes, Jan (Belgium)	'Is Technology the Message?'
Rota, Josep ) (USA) Cambridge, Vibert)	'Functions and Dysfunctions of the New Information Technologies in Latin America and the Caribbean'
Sussman, Gerald (USA)	'Transnationalization of Communication in the NICs: A Study of Singapore'
Mayo, John (USA)	'Technology: A Facilitator of Participatory Communication?'
Gonzalez, Henry G. (USA)	'Peruvian Television in the 1980s: Cultural Dependence or Autonomy?'
Frith, Katherine (USA)	'Transnational Advertising and the Consumer Culture in South East Asia: A Confrontation of Value Systems'

Discussant: Howard FREDERICK (USA)

Tuesday, July 26th - Evening

6.30pm: Buses will leave Palace of Congress for Hotels

8.00pm: Buses will leave Hotels for Dinner

8.30pm: Dinner given by Diputacio de Barcelona at Les Drassanes

Wednesday, July 27th - Morning

9.30am: SECTION MEETINGS

Bibliography II:

Room 1

'New Publications on Mass Communication:  
Regional and National Overviews'

Chair: Walery PISAREK (Poland)

- Papers: Bohrmann, Hans (FRG) 'Report of Literature on Mass Communication from Federal Republic of Germany, Austria and Switzerland (1986-1987)'
- Craipeau, Sylvie )  
Briole, Alain )(France) 'New Trends in Theory, Methodology and Interests in Mass Communication Research in France'
- Mallein, Philippe)
- Gatura, Rahab (Kenya) 'New Mass Communication Literature in Africa'
- Gutierrez, Antonio (Spain) 'The Latest Spanish Publications on the Mass Communication Research Trends and Interests in Spain'
- Maczuga, Janina (Poland) 'The New Central-and-East-European Publications in Mass Communication 1986-1988'
- Rahman, Awatef (Egypt) 'The Egyptian Literature on Mass Communication; An Overview of Theory and Methodology'

Communication Technology IV and  
Professional Education III:

Room 8

'Application of Communication Technology  
in Education'

Translation in  
2 languages

Chair: William MELODY (Canada)

- Papers: McDonald, Daniel (USA) 'Rural Audiences and Motivation for Technology Use - Evidence across time and across cultures'
- Westlund, Richard (USA) 'The Global Implications of Desktop Publishing'
- Mondol, Harold (USA) 'The Emerging Role of TV in Asia'

Wednesday, July 27th

9.30am: SECTION MEETINGS (continued)

Communication Technology IV and  
Professional Education III: (continued)  
'Application of Communication Technology  
in Education'

Room 8  
Translation in  
2 languages

Papers: Valente, Thomas (USA)	'The Impact of Information Technology on Organisational Structure'
Meier, Werner (Switzerland)	'Small States in the Shadow of Giant Neighbours Swiss Cultural Identity at Stake?'
Verstraeten, Hans (Belgium)	'Communication Technology and Industrial Strategy: An Area of Contradictions and Conflicts'
Greenberg, Bradley (USA)	'Teletext in the UK: Patterns, Attitudes, and Behaviours of Users'
McSween, Charles (USA)	'Atomization or Activism? The Impact of Personalization of Mass Media'
Steinfeld, Charles) Fulk, Janet ) (USA)	'Computer-Mediated Communication Systems as Mass Communication Media'
Mody, Bella (USA)	'Contextual Determinants and Contextual Consequences of Communication Technology in Third World Nations: A Focus on Cultural Forces'
Mody, Bella ) Borrego, Jorge) (USA)	'Contextual Analysis of the Adoption of a Communication Technology: The Case of the Morelos Satellite System in Mexico'
Ryu, Dachee (USA)	'An Integrated Model of the Use of Electronic Mail: The Effects of Sex, Group, Cohesiveness, Medium Characteristics, and Social Information'
Pelachaud, Guy (France)	'Computerization of the Written Word and Communication Networks: Towards a New Medium of Communication'

Wednesday, July 27th

9.30am: SECTION MEETINGS (continued)

Communication Technology IV and  
Professional Education III (continued)

Room 8  
Translation in  
2 languages

Papers: Bardoel, Jo (Netherlands)	'New Information Technology and Journalistic Domain'
Miller, James (USA)	'Videotex in France, Canada and the US: Current Conditions and Future Prospects'
Holaday, Duncan (USA)	'Local Adjustment to New Communication Technology - An Indonesian Case'
Viggiano, Gregory (USA)	'Latin American Satellite Useage'
Raboy, Marc (Canada)	'New Television Services and Cultural Identity in Canada: Two Solitudes in the era of Multiple Choice'
von Feilitzen, Cecilia (Sweden)	'Nordic Satellite Television: A Means to Strengthen Cultural Identity?'
Ferreira, Leonardo (USA)	'Perspectives and Implications of the Regional Andean Communications Satellite System: The Condor Project'
Treffkorn, Hans (GDR)	'New Technologies in Mass Media - Needs and Possibilities of Implementing a New Branch of Study into the Training Programmes for Journalists'

Wednesday, July 27th

9.30am: SECTION MEETINGS (continued)

International Communication IV:

Room 5A and  
Division into  
other rooms

'Communication and International Community:  
Current Research on International Communication'

Chair: Hamid MOWLANA (USA)

Panel A - International Media Flow

Papers: Alexandre, Laurien (USA)	'Public Diplomacy, Government Disinformation and the Voice of America'
Boyd, Douglas ) Straubhaar, Joseph) (USA)	'Public vs Private Diplomacy: The British and the American International Television Experience'
Cooper, Anne ) (USA) Flournoy, Don)	'Televised International News in 5 Countries: Thoroughness, Insularity, and Agenda Capacity'
Danielian, Lucig ) Bredlinger, Nancy) (USA) Shoemaker, Pamela)	'Who Gets Covered and Why: Using Deviance and Social Significance to Explain US News Coverage of World Events'
Elewainy, Mohamed (Egypt)	'The Arab World & International Flow of Communication'
Gross, Peter) (USA) Chu, James )	'Taiwan's Image in Major World Newspapers: A Study of Gate-keeper Attitudes, Perceptions, and Editorial Processes'
Jakubowicz, Karol (Poland)	'The Media-Political and Economic Dimensions of Television Programme Exchange between Poland and Western Europe'
Malek, Abbas ) (USA) Myrick, Howard)	'Telecommunications and International Relations: A Case Study of the Television Series 'Capital to Capital''
Murciano, M. (Spain)	'International Communication Research in Spain'



Wednesday, July 27th

9.30am: SECTION MEETINGS (continued)

International Communication IV (continued)

Room 5A and  
Division into  
other rooms

Panel B - Communication and World Order

Papers: Abbas, Qaisar (USA)

'Development or Dependency?  
Theoretical Polemics of  
Development Communications  
and the Third World'

✓ Frederick, Howard (USA)

'UNESCO's Mass Media  
Declaration: Its  
Accomplishments 10 Years Later'

✓ Land, Mitchell  
(Ivory Coast)

'The Challenge of First World  
Industrialized Culture in the  
Third World, Assumptions and  
Realities: A Look at Television  
in the Cote d'Ivoire'

✓ Mahoney, Eileen (USA)

'The Political Component of the  
Emerging World Information  
Economy'

✓ Nordenstreng, Kaarle  
(Finland)

'Report on the Mass Media  
Declaration of UNESCO'

✓ Rahman, Awatef (Egypt)

'The New African Order of  
Information and Communication:  
Why and How'

Sonaike, S. Adefemi  
Oso, Lai (Nigeria)

'Some Limitations and  
Impediments to Self-Reliance as  
a Third World Development  
Strategy: Lessons from Nigeria'

✓ Odermann, Heinz (GDR)

'Current International  
Information and Communication  
Relations as an Element of a  
Comprehensive System of  
International Peace and  
Security'

Wednesday, July 27th

9.30am: SECTION MEETINGS (continued)

International Communication IV (continued)

Room 5A with  
Division into  
other rooms

Panel C - Communication Systems: Structure, Power and Social Order

Papers: Daza, Gladys (Colombia)	'Requirements, Models and Consumption of the Communication Television Products'
Kim, Soon Jin (USA)	'EFE's Growth Potential'
de Lima, Venicio (Brazil)	'State, Television and Political Power in Brazil'
Luther, Sara F. (USA)	'Yankees in Havana: A Seminar in Mass Communication'
Flores, Eliut (USA)	'The Role of New Communication Technologies in the Cultural and Political Process of Puerto Rico'
Maxwell, Richard (USA)	'Regionalism and the Geographical Logic of Television in Spain'
Oliveira, Oma S. (Brazil)	'Media Systems and Politics in Belize'
Singhal, A. ) Contractor, N.) (USA) Rogers, E. )	'A Resource Dependency Perspective on Television Broadcasting Systems in India and Mexico'
Zolf, Dorothy (Canada)	'The Impact of Technological Change on the Broadcasting Industry in Canada'

Wednesday, July 27th

9.30am: SECTION MEETINGS (continued)

International Communication IV (continued)

Room 5A and  
Division into  
other rooms

Panel D - Communication Technologies and their Impact on National  
and International Policies

Papers: Becker, Jorg (FRG)	'Telematics and Another Foreign Development for West Germany: A Plea for a New Third World-European Relationship'
Dabbous, Sonia) (Egypt) Amin, H. Y. )	'An Egyptian Satellite, Why?'
Donow, Kenneth (USA)	'The Political Economy of HDTV Standards'
Foley, Joseph (USA)	'Privatization and Control: Implications of US Policies on the Transfer of Station Licences'
Janus, Noreen (USA)	'International Data Communication: Development Networks and National Policies in the Third World'
Siddiqi, Mohammad (USA)	'An Assessment of the Evolving Telematics Policies in the Third World: A Case Study of Malaysia'

Wednesday, July 27th

9.30am: SECTION MEETINGS (continued)

International Communication IV (continued)

Room 5A and  
Division into  
other rooms

Panel E - Communication in Socio-Economic and Political  
Development

Papers: Braga, Nice (Brazil)	'Communication in Rural Brazil'
Delgado i Clavera, E. (Spain)	'Communication and Regional Development'
Hochheimer, John (USA)	'Community Action for Farm Crisis Intervention: Developing Support through Communication'
Kivikuru, Ullamaija (Finland)	'Communication in Transition: The Case of Tanzanian Villages'
Mowlana, Hamid (USA)	'Communication, Legitimacy, and Revolution: A Study of Opposition Media Outside National Borders'
Oso, Lai ) Sonaïke, Adefemi ) (Nigeria)	'Community Media and Develop- ment in the Nigerian Context'
Singh, Kusum (USA)	'Mass Communication without Mass Media: Gandhi-Mao Legacy'
Stauffer, John) Hobbs, Renee ) (USA) Frost, Richard)	'Comprehension of Television Editing Conventions by African Tribal Villagers'

Law III:

Room 4A

Chair: Cees HAMELINK (Netherlands)

Reports from Seminars

Plenary Discussion

Business Meeting: Future Activities of the Legal Section

Wednesday, July 27th

9.30am: SECTION MEETINGS (continued)

Sociology and Social Psychology III: Room 6A  
'Classic Themes in Mass Communication Research'

Chair: Olga LINNE (UK)

Papers: Golding, Peter (UK) 'Media and Democracy'  
Gandy, Oscar (USA) 'Agenda Setting and Beyond: A Construct Explored'  
Szecsko, Tamas (Hungary) 'Mass Media as Instruments of Power: Paradigmatic Changes in Eastern Europe'

Katz, Elihu (Israel)

Discussant: Denis McQUAIL (Netherlands)

WORKING GROUP MEETINGS

Belief Systems and Values as Communication Room 10

Convenor: Stewart M. HOOVER (USA)

Chair: Robert WHITE (UK)

Papers: Gonzales, Jorge (Mexico) 'Los Frentes Culturales: Culturas, mapas, poderes y luchas por las definiciones legítimas de los sentidos sociales de la vida'  
Nordlund, Jan-Erik (Sweden) 'Use of Television and Catharsis: A Theoretical Perspective'  
Surlin, Stuart (Canada) 'North American and Caribbean Perceptions of Values Projected in Television Content'  
Martin, Dan W.) (USA) 'Ideology and Technology as Frames for Sociality'  
Chari, H. )  
Hamilton, Mark (USA) 'Manipulating Television Viewers' Frames of Reference as a Persuasive Tool'

Svennevig, Michael (UK)

Discussant: Robert WHITE (UK)

Wednesday, July 27th

9.30am: WORKING GROUP MEETINGS (continued)

The International Theater of Consumption: Office  
Cross-Cultural Analysis of Television Advertising

Chair: Sut JHALLY (USA)

Participants: Jay Blumler (UK), Jarmo Ikonen (Finland),  
Uma Narula, Preben Sepstrup (Denmark), John Sinclair  
(Australia), Samy Tayie (UK), Robert White (UK)

Printing Press and Cultural Identity

Room 2

Chair: Mary MANDER (USA)

Papers: Marvin, Carolyn (USA)

Moreno i Sarda, Amparo  
(Spain)

Political Communication Research Group II

Room 5B

Chair: David PALETZ (USA)

Papers: Badaracco, Claire (USA)	'US Propaganda and the Rise of Popular Opinion Sciences in the 1930's'
Provizer, Norman (USA)	'Poll Wars: The Role of Candidate-Preference Surveys in the 1987 Louisiana Governor's Race'
Maltese, John	'How American Presidents Manipulate the Media: The Office of Communications'
Fortner, Robert (USA)	'News Coverage of the Washington Summit: A Cross-National Comparison of International Radio Services'
Guthrie, Kendall) Grand, Steven ) (USA) Katz, Elihu )	'Symbolic Conquests in the Television Age: An Analysis of the Pope's Visit to Los Angeles'
Salazar, Leonardo) (USA) Salazar, Claudia )	'Democratic Revolution or Reification: A Case Study of Nightline's TV Coverage of Nicaragua'



Wednesday, July 27th

9.30am: WORKING GROUP MEETINGS (continued)

Mass Communication and Cultural Identity I

Room 3  
Translation in  
4 languages

Chair: Manuel PARES I MAICAS (Spain) -Enric SAPERAS

Papers: Pares i Maicas, M (Spain) 'Concept of Identity'

Tremblay, G) (Canada) 'Politique de Communication et  
Shiele, B ) Identite Culturelle Quebecoise'

Splichal, Slavko 'Natural Diversities, Identity  
(Yugoslavia) and the Media: The Case of  
Slovenia in Yugoslavia'

Garitaonandia, C) 'Estructura y Politica de  
Gurrea, A ) Comunicacion en Euskadi'  
Idoyaga, J V )  
Mingolarra, J A ) (Spain)  
Zallo, R )  
Zunzunegui, S )

Corbella, Joan (Spain) 'La Comunicacio Social a  
Catalunya (panorama als anys  
80)'

Beneyto, Juan (Spain) 'La Identidad Cultural en el  
Contexto Historico y ante la  
Perspectiva Cosmica'

Mestrovic, Matko 'Cultural Identity - Between  
(Yugoslavia) Existence and Utopia'

Sanchez-Taberner, A 'El periodismo como respuesta  
(Spain) a los conflictos sociales'

Ledo, Margarita (Spain) 'Foto-reportaxe: a difusion no  
tempo para ollar'

Galdon, Gabriel (Spain) 'Documentacion periodistica y  
enriquecimiento cultural'

Roiz Celix, Miguel 'Comunicacion en la sociedad  
(Spain) campesina y rotura de  
identidad'

Wednesday, July 27th

9.30am: WORKING GROUP MEETINGS (continued)

Sport and the Mass Media II

Room 6B

Chair: Michael REAL and Robert MECHIKOFF (USA)

Issues and Controversies

Papers: Weinberg, Herb (USA)	'Needed: American Reporters for International and Amateur Sports'
Bellamy, Robert (USA)	'Structure of the Sports/ Television Interface in the US'
Jhally, Sut (USA)	'Competition, Sports and the Commercialized Media'
Donohew, Lewis (USA)	'Drugs and (Len) Bias on the Sports Page: Content Analysis'
Becker, Lee ) (USA) Creedon, Pamela)	'Altering Stereotypes about Female Sports and Television'
Gants, Walter ) (USA) Wenner, Lawrence)	'Men, Women, Marriage and Sports on Television: Audience Experiences and Effects'
Real, Michael (USA)	'Current Research on Sports and Super Media'

International Communication, Music  
and Youth Group: Popular Music and National Cultures

Room 4B

Chair: Deanna ROBINSON (USA) and Marlene CUTHBERT (Canada)

Papers: Uche, Luke (Nigeria)	'The Nigerian Music Environment and the Recording Industry: An Overview of a Popular Culture Industry'
Kumar, Keval J. (India)	'Youth Culture and Popular Music: The Indian Experience'
Won, Woo-Hyung) (South Bang, Jung-Bae) Korea)	'Study of Policy Making for Pop Songs based on the Prospect of Korea's Social Development in the Year 2000'

Other participants: J. Berland (Canada), M. Cuthbert (Canada), J. Degia (Canada), A. Jerslev (Denmark), O. Oliveira (Brazil), H. Unsal (Turkey), R. Burnett (Sweden), N. Breaux (USA)

Wednesday, July 27th

9.30am: WORKING GROUP MEETINGS (continued)

Community Radio and Television

Room 9

Chair: Ole PREHN (Denmark)

Papers: Anbhule, A. T. (India)	'The Role of Rural Broadcasting in India'
Dubey, V. ) Mishra, R.) (India) Pandey, K.)	'Radio in Support of Women's Empowerment for Child Survival Protection and Development in India'
Lafrance, Jean-Paul (Canada)	'Les Enjeux de L'Espace de Proximite'
Lundby, Knut (Norway)	'Cultural Identity as Basis for Community Television'
Mantyla, John (Finland)	'First Commercial Radio - Then Community Radio: The Case of Local Radio in Finland'
O'Connor, Alan (USA)	'People's Radio in Latin America'
Verschuren, P.) (Denmark) Memelink, R. )	'Local Media in Dutch Communities'
Hedman, Lowe (Sweden)	'Competitive Cultures'

1.00pm: LUNCH at the Palace of Congress

3.00pm: Josep Fernandez, Manager of Division of Image and Communication of Barcelona Olympic Games Committee 'Barcelona Olympic Games'

4.30pm: Buses leave the Palace of Congress for a City Excursion or a reception given by the Faculty of Information Sciences, University of Autonoma, Bellaterra Campus and to visit the Faculty's most up to date facilities for training in Journalism

8.30pm: Dinner

Thursday, July 28th - Morning

9.30am: SECTION MEETINGS

Bibliography III and COMNET

Room 1

Chair: Walery PISAREK (Poland)

Kirsti Saelen (Acting Coordinator of COMNET):

Report on the Developments of the COMNET Standardization Projects  
in Communication Research Documentation

General discussion

Communication Technology V and  
Political Economy III:

Room 4B

'New Technology of Communication: Implications for  
Economy and Cultural Identity'

Chair: Zoltan JAKAB (Hungary)

Professional Education IV:

Room 5A

'New Thinking in Professional Ethics'

Chair: Richard COLE (USA)

Papers: Lambeth, Edmund (USA)

'Marsh, Mountain and Mesa: The  
North American Academic's Role  
in Ethics for Journalism and  
Mass Communication'

Weaver, David ) (USA)  
Wilhoit, Cleve)

'The Ethics and Professional  
Culture of US Journalism and  
Mass Communication Professors'

Ansah, Paul (Ghana)

Eapen, K. E. (India)

WORKING GROUP MEETINGS

Health Communication including AIDS  
and the Mass Media

Office I

Chair: Gustavo GUIZZARDI (Italy) and Edna EINSIEDEL (Canada)

Papers: Dickinson, Roger (UK)

'Aids and the Mass Media: Beyond  
the Moral Panic'

Stella, Renato (Italy)

'Aids as a problem of  
Information'

Einsiedel, Edna (Canada)

Guizzardi, Gustavo (Italy)

Thursday, July 28th

9.30am: WORKING GROUP MEETINGS (continued)

Health Communication including AIDS  
and the Mass Media (continued)

Office 1

Papers: McCron, R.)	'Measuring the Effects of the
Newell, D.)	Public Information Campaign in
Shaw, I. ) (UK)	the Media on Knowledge of and
Prior, L. )	Attitudes Towards AIDS in the
Heald, G. )	UK'

Ethics and Responsibilities of International  
Corporate Communications

Office 2

Chair: Dean KRUCKEBERG (USA)

Papers: Carrell, Bob) (USA)	'Open-Closed Systems: A Review
Mody, Bella )	of Responsible Crisis
	Communication Management
	Behaviours'
Newsom, Doug (USA)	'Crisis Categories and
	Constants: 'Realities'
	Constructed by Open or Closed
	Communication Systems'
Kruckeberg, D (USA)	'Transnational Corporations: The
	Need for a Code of Ethics'

Visual Communication

Room 2

Chair: John LENT (USA)

Papers: Schyller, Ingela (Sweden)	'Squirms, Smiles and Giggles: On
	Children's Sense of Humor and
	Their Reactions to Comic
	Television Programmes'
Ajzenberg, Elza (Brazil)	'The Illustration of Vicente do
	Rego Monteiro'
Fausung, Bent (Denmark)	'Images of Dreams'

Thursday, July 28th

9.30am: WORKING GROUP MEETINGS (continued)

Content Analysis and Evaluation of  
Media Performance

Room 3  
Translation in  
4 languages

Chair: Denis McQUAIL (Netherlands)

- Papers: El-Fawal, Nagwa (Egypt) 'Egyptian Party Newspapers and the Housing Problem: A Content Analysis'
- Garcia, Carlos (Spain) 'Algunas concepciones acerca de la comunicacion popular alternativa en America Latina: Surgimiento, características y perspectivas'
- Greenberg, Bradley )  
Stanley, Cynthia )  
Siemicki, Michelle )  
Heeter, Carrie ) (USA)  
Soderman, Anne )  
Linsangan, Renato )
- Holopainen, Veli 'Finnish Journalists' Reactions to a Case Study on International Norms of Journalism - A Personal Account'  
(Finland)
- Okigbo, Charles (Nigeria) 'Bad News is Good News or is it?'
- Van Den Berg, H  
Van Der Veer, K  
(Netherlands) 'On the Structure and Function of Musical Discourse in Television Documentaries'

Mass Communication and Cultural Identity II

Room 8  
Translation in  
2 languages

Chair: Manuel PARES I MAICAS (Spain)

- Papers: Herreros, Mario (Spain) 'El Paper de la Publicitat en la Identitat Cultural Catalana'
- Gomez Mompert, J L 'Televisio i Identitat Cultural: el cas de TV3'  
(Spain)
- Esteve Ramirez, F. 'Cultura y Especializacion Periodistica'  
(Spain)
- Vinas, Hortensia (Spain) 'Imgaen de Navarra en la Prensa Cultural (Comunicacion Sociolingüística y Etholingüística)'



Thursday, July 28th

9.30am: WORKING GROUP MEETINGS (continued)

Mass Communication and Cultural Identity II  
(continued)

Room 8  
Translation in  
2 languages

Chair: Manuel PARES I MAICAS (Spain) -Enric SAPERAS

- Papers: Berrio, Jordi ) 'Aproximacio a la Definicio del  
Corominas, Maria) (Spain) Concepte d'Espai Nacional de  
Saperas, Enric ) Comunicacio'
- Casasus i Guri, J. M. 'Els mitjans de comunicacio  
(Spain) social com a instruments d'una  
cultura nacional. El cas de  
Catalunya'
- Perez Tornero, J. M.) 'Comunicacion de masas y  
Costa, P. O. ) bilinguismo'  
(Spain)
- Garcia, Elisabet) 'Voste jutja, projeccio dels  
Mateu, Manuel ) (Spain) valors de la societat  
Rueda, Paco ) Catalana?'
- Gifreu, Josep (Spain) 'Sobre el proces de formacio  
d'espais de comunicacio: el cas  
catala'
- Crespo, Bartolome (Spain) 'Los medios de comunicacion  
social y la identidad cultural'
- Marin, Enric 'Ecosistema de comunicacio i  
Tresserras, Joan M teoria de la nacio'  
(Spain)
- Badia, Lluís 'El nacionalismo como identidad  
Mtz. Araico, Izaskun nacional'  
(Spain)
- del Rey Morato, Javier 'Pueblos con estado y pueblos  
(Spain) sin estado en los medios de  
comunicacion social: tres  
hipotesis sobre la actualidad  
europea'

Thursday, July 28th

9.30am: WORKING GROUP MEETINGS (continued)

Approaches to the Historiography of  
Communication Studies

Room 10

Chair: Amparo MORENO I SARDA (Spain)

Papers: Sarda, A. M. (Spain) 'The Development of Mass Society  
in Catalonia 1900-1939'

Aguilera, M. (Spain) 'Diachronie & Synchronie des  
medias audio visuels: une  
perspective d'etude'

Guasch, J. M. (Spain) 'Communications Historiography:  
A Proposal'

Community Radio and Television II

Room 9

Chair: Ole PREHN (Denmark)

Continuation of Session I

✓ Union for Democratic Communication

Room 5B

'Diversity in Action: Critical Communications  
Work in North America'

Chair: Janet WASKO (USA)

Participants: P. Bruck (Canada), R. L. Fergoso (USA), H. Frederick  
(USA), O. Gandy (USA), D. Miller (USA), K. Pawsell  
(USA), C. Roach (USA), M. Schullman (USA), F. Subevi  
(USA), G. Sussman (USA)

Development of Indigenous Journalism and  
Broadcasting Formats

Room 4A

Chair: Robert WHITE (UK) and Annabelle SREBERNY-MOHAMMADI (USA)

Papers: O'Connor, A. 'Indigenous Radio in Ecuador:  
Issues of Organization and  
Cultural Form'

Oso, Lai (Nigeria) 'Development Journalism: A  
Critique'

Schlessinger, Philip (UK) 'National Identity and Local  
Programming Formats'

Thursday, July 28th

9.30am: WORKING GROUP MEETINGS (continued)

Development of Indigenous Journalism and  
Broadcasting Formats (continued)

Room 4A

Chair: Robert WHITE (UK) and Annabelle SREBERNY-MOHAMMADI (USA)

- Papers: Sreberny-Mohammadi, A. (USA) 'The Development of Indigenous Journalism and Broadcasting Formats: The Role of Mass Media in Third World Cultural Identities'
- Ferguson, Marjorie (UK) 'Canadian TV Production: Whose Cultural Identity is it Anyway?'
- James, Sybil (Nigeria) 'Communication Education in Africa'
- Molnar, Helen (Australia) 'Aboriginal Broadcasting in Australia: Challenges and Promises'
- Gonzales, Jorge (Mexico) 'Television and Popular Culture in Mexico'
- Wenner, Lawrence (USA) 'Development of Genre of Sports Broadcasting'
- Reyes Matta, F. (Chile)
- Jakubowicz, K. (Poland)

Communication Policy and Planning II

Room 6

Chair: Asle ROLLAND and Sissel LUND (Norway)

Continuation of Session I

Thursday, July 28th

- 1.00pm: LUNCH at the Palace of Congress
- 2.30pm: IAMCR GENERAL ASSEMBLY Room 6
- 6.30pm: Buses leave Palace of Congress for Hotels
- 7.30pm: Buses leave Hotels for Dinner
- 8.00pm: Dinner given by Ajuntament de Barcebra at Palauet Albeniz
- 10.30pm: Excursion to Open Air Theatre, TEATRE GREC, to see a Dutch Ballet and to hear a famous Catalan singer - Maria del Mar Bonet

Friday, July 29th

Departure after breakfast



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